

**2017 – 2018
DIOCESE OF LA CROSSE
DIOCESAN ANNUAL APPEAL
PARISH MANUAL**



Stewards of
HOPE



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A LETTER FROM THE DIRECTOR

Dear Parish Appeal Leader,

May Christ give you peace!

“St. Joseph patron of our diocese, pray for us.”

The Diocesan Annual Appeal for 2017 theme is *“Stewards of Hope”* and like Joseph, the earthly fatherly protector and guide of our Lord and our Patron, the Church through the millennium has been the protector and guide of hope for the tired and weary.

March 3, 2018, is the beginning of our 150th year as a diocesan community. Our ancestors built the parishes to heal, nourish, and form the soul. They tilled the land to nourish the body, built schools to feed the mind and built the hospitals to heal the body. They hoped and prayed for a new way of life for themselves and their families. Hope grounded in the Catholic religion and faith community. *The Stewards of Hope* not only honors the shoulders we stand on but also serves to remind the world that we the Church are stewards of hope, that Jesus Christ is our Hope, and is the Hope that brings peace to the soul.

As a community, the Diocese of La Crosse is committed to our local parish and diocesan, global Church ministries. By strengthening the Church’s financial base, the Diocesan Annual Appeal has significantly advanced the work of the Church, locally and beyond. Our collective giving is an extension of Christ’s hands reaching out to those in need in our Diocese and throughout the world. Your individual and parish efforts are critical to the overall success of the Diocesan Annual Appeal. By reaching your parish target, you not only ensure your parish’s success, but you also ensure that the Diocese can provide much-needed services.

This manual has been prepared to guide your parish through the Diocesan Annual Appeal process. **Please read this manual carefully: many aspects of the appeal that we have changed and updated.**

Please, direct any inquiries about the Appeal process or how the Office of Stewardship & Development may assist your parish in conducting the Appeal to the following:

Jeff Reiter
Director of Stewardship & Development
608-791-2685 or jreiter@diolc.org

Sarah Komperud
Administrative Assistant
608-791-2653 or skomperud@diolc.org

+Peace and All Good,



Jeff Reiter
Director of Stewardship and Development

P.S. Please pray a Hail Mary for the Appeal every day! By always praying and working hard, we can be confident that Mary, the model Hope and Mother of the Church will bless our efforts and lead our families, our fellow parishioners, and us closer to the Church through the 2017 Diocesan Annual Appeal.

MISSION STATE

MENT OF THE DIOCESAN ANNUAL APPEAL

The Diocesan Annual Appeal is the annual effort of our Catholic community of the La Crosse Diocese to respond to the Gospel challenge of Jesus Christ to love one another by contemplating God's blessings in our lives and sharing our gifts to ensure that the vital ministries of the Church receive the financial support necessary. Emboldened by the Holy Spirit and nourished by the Eucharist, we strive to promote sharing the good news of the Gospel and living a life of stewardship in a manner that fund and sustains the mission of our Diocese and the wider Church.

We the Stewards of the Diocesan Annual Appeal dedicate ourselves to seeking financial and philanthropic gifts, which through Christ's call inspires His disciples to holiness through the practice of self-giving. Transformed by our baptism, we are Disciples of Christ; sustained in our relationship with Jesus to be stewards of the Good News of His Holy Gospel. As stewards, by following the commandment to "love God and love one another," we serve the Lord by assisting relief for the needs of all God's people and the needs of our community, and by making a significant and positive impact on the lives of our neighbors.

We pray that through the grace of God, the prayers of Mary our Holy Mother, and St. Joseph our Patron father, we can continue to steward our gifts for the building of the kingdom of Heaven here on earth.

THE FOUR PHASES OF AN APPEAL

PHASE 1: PROMOTE
PHASE 2: OBTAIN

PHASE 3: FOLLOW-UP
PHASE 4: THANK SUPPORTERS

PHASE 1: PROMOTE THE APPEAL

STEWARDSHIP SUNDAY

The purpose of Stewardship Sunday is to announce the Diocesan Annual Appeal and your parish efforts. This Sunday is also the appropriate time to announce your parish target for the Appeal and what project you will fund with your rebate. Use this Sunday to kick off the campaign in your parish. Establish how the funds from the appeal meet needs in the parish and wider Church. Set the context of shared community across the Diocese. Help parishioners understand how the parish will use the money. Show the Annual Appeal video. Make them aware they will be receiving the mailing the following week asking for their financial participation.

Here are several best practices to help you promote the Appeal in your parish. Advancing the appeal positively especially before and during Appeal Sundays will show your parishioners that the Appeal is an important part of parish life while strengthening our unity in the greater Church.

Studies indicate that a person has to hear the same message seven times before they will begin to process and trust the message. Commitment, clarity, and consistency in all communication are necessary. Over communicating is not achievable

BEST PRACTICES

- Actively emphasize and engage the pastor's leadership support and participation in the Appeal. Set an example of generosity. As the chief advocate of the Appeal, the pastor is essential to presenting the appeal positively and enthusiastically. Parishioners need to know that the pastor gave and that making the parish target is a high priority for him. Samples are on the DAA web page.
<http://appeal.diolc.org>
 - Use homily messages – link the liturgical celebration to the mission of the appeal and provide the spirituality of stewardship.
 - Send Letters from the Pastor.
 - Publicly Gratitude – Thank the donors, and volunteers, publicly
 - Speak honestly and enthusiastically about how the funds received through the Appeal benefit the parish and the wider Church. Mention:
 1. How your parish used grants or funds received through the Appeal
 2. How parish used the rebates received during the last Appeal.
 3. The services provided to the parish by the Diocesan offices.
 4. Explain vividly how the Appeal affects real lives.

- Show the Appeal Video at Mass, council and committee meetings, school assemblies, and formation classes; link it on your parish website. The video is a demonstration of how the gifts to the Diocesan Annual Appel works beyond your parish.
 - Can each person in Church see the screen? Do you need to have more than one screen throughout the Church?
 - Does the audio work? Will everyone be able to hear the video? Is it possible to connect the audio through the Church's sound system? Make sure that you do a 'test run' before Mass!
 - Will the lighting be a problem? Sometimes natural light can make it difficult to see a TV screen. Is there another option that you could use (i.e. a larger screen or the several televisions throughout the Church)?
 - Is there a parishioner that works for an electronics store or has knowledge of video/television equipment? Is there an electronics store that might donate the use of a large screen? Use your resources!
 - Consider showing the video on a TV in the lobby of your Church as parishioners walk in or during social events after Mass.

- Witness Talks invite speakers to give firsthand testimony of the impact of the Appeal. Keep the presentations pithy and brief.
 - Presented by the pastor or designated lay person.
 - Encourage parishioners to reflect on the needs of others and their ability to make a pledge to the Diocesan Annual Appeal in preparation for Commitment Sunday.
 - Briefly, explain the process for pledging. Emphasize that a pledge can be payable over a period concluding June 30.

- Publish Announcements – use your bulletin and school newsletters to promote the Appeal. Samples are on the DAA website. Please consider tweaking the message to fit the culture and messaging needs of your parish.

- Use Social Media – use MyParish App, to broadcast messages. Tweet on your Twitter, and post on your Facebook pages, Instagram's accounts. Check the Curia's Communication department if you have any questions.

- Utilize the marketing materials – Make use of the posters, banners, brochures, and case statements.

In Phase 1, we focus on promotion to engage 100% participation of all parishioners. The goal is to encourage every Catholic household in the parish to make a once-a-year stewardship gift to support the work and the ministries of the Diocesan Church. This phase seeks a minimum household gift of \$250 payable between the beginnings of the appeal through its conclusion on June 30.

Materials supplied by the Stewardship & Development Office:

- Posters
- Video
- Blank pledge cards

- Initial mailing including pre-addressed pledge cards, brochures, parish return envelope
- Special envelopes to send payments to The Office for Stewardship and Development
- This instruction manual. (Also, on the website www.diolc.org/appeal/)

Office of Stewardship and Development Efforts:

In the weeks leading up to the Appeal weekends, the S&D office is working to raise awareness of the Appeal through a number of channels.

Catholic Life magazine will feature the ministries and good works that are possible because of the gifts to the Appeal and encourage people to make a gift.

Bishop Callahan sends a personal letter to all Catholic households, thanking active donors for their past support and encouraged to continue their faithful stewardship, inviting inactive donors to make a commitment. A custom coded pledge card is included in the mailing.

Word-of-mouth marketing is the best and most cost-effective way to spread the good news of those helped by the Appeal. DAA marketing efforts are limited to keep costs low, so we rely on parish volunteers to tell their stories and personally invite participation.

With the Diocesan Communication Office to enhance the Appeal's Social Media out reaching, starting before the full launch to increase our presence. Including the use of Twitter, Facebook, MyParish App, etc.

PHASE 2: OBTAIN THE PLEDGE

The first pillar of stewardship is **Hospitality**- warmly inviting and lovingly welcoming. If we do not ask the people of God to pray with us and we do not make them feel welcomed upon arrival, this drastically reduces the chance of them coming and staying to pray with us. If we are not praying together, **Prayer** being the second pillar of Stewardship, it is harder for both of us to develop a deeper relationship with Christ, in which we will engage a life of deeper inquiry and contemplation. Without a relationship with Christ, **Formation**, the third pillar of stewardship, does not happen. Without formation, an individual does not discern and accept the recognition of their need to serve. **Service** is the fourth pillar of stewardship. Gratitude is the basis of Christian Stewardship. Christian Stewardship is our **Time** invested into our God given **Talents**, which multiplies our **Treasures**: that is our skills, experience, and wealth so that we may offer to and serve God, our Creator and the Provider of all our gifts, a grateful and humble return.

COMMITMENT SUNDAY

The purpose of Commitment Sunday is to provide an effective opportunity for parishioners to make their yearly commitment to their Diocese and universal Church by completing the Diocesan Annual Appeal pledge card. Pastors should speak about the Appeal during Mass. If there is an after-Mass event, make pledge cards available for parishioners to complete.

Deliver the “ask” on this Sunday via homily and lay testimony. Recap the needs and stories from the prior week. Make a direct request for prayers and participation in this year’s appeal. Announce the parish target. Explain what your parish will do with its rebate. Spend time teaching how to give including the ability to give monthly installments.

BEST PRACTICES

1. During Mass

- a. Present the Diocesan Annual Appeal as an opportunity to give in proportion to the many blessings received from God. Do not apologize for the Appeal; rather show that this is their opportunity to practice stewardship and participate in the broader Church.
- b. Highlight the benefits of your parish reaching your Appeal target and achieving a rebate.
- c. Be enthusiastic and speak with conviction.
- d. Encourage 100% participation by the parish. (A \$1 or \$0 pledge is better than no pledge.)
- e. Give facts and concrete examples of how the Diocese provides support for your parish. People are more likely to give if they see a connection between the parish and the Diocese.
- f. Make brochures, blank pledge cards and pencils available to all present. Encourage parishioners, who have not already done so, to support the appeal by completing pledge cards and turning them into the collection. **Emphasize that if parishioners have already pledged, ask them to fill out a card ONLY IF they are making an additional pledge; they then need to indicate on the pledge card that it is an additional pledge.** (Pledge cards from parishioners that already pledged a gift, and are not making a new pledge, causes pledges to be recorded twice, resulting in double pledge reminders, which frustrates and upsets, all involved especially the parishioners.)

- g. Tell parishioners they do not have to make an initial payment; that reminder statements, if they choose not to opt out, are sent to them monthly.
 - h. Promote the idea of pledging over a period since it enables people to give more than they could with a one-time gift. (All payment postmarked before June 30 will be included in the current year's appeal.)
 - i. Communicate the convenience of paying pledges (1) by credit card on the Diocesan website, (2) by credit card at the Diocesan Annual Appeal office, or (3) by Automatic Checking Payment.
 - j. Volunteers should be present to help distribute pledge cards, answer questions, and collect pledge cards and payments.
2. After-Mass
- a. Choose a convenient place for the event and provide light refreshments (if appropriate).
 - b. Brochures and pledge cards should be arranged on tables with pens and envelopes for parishioners wishing to make a pledge.
 - c. Volunteers should be present to help distribute pledge cards, answer questions, and collect pledge cards and payments.
 - d. Explain the procedure briefly for filling out the pledge card.
- Have "in Pew" pledge cards available. Use the "in Bulletin" pledge card for bulletin announcements. Use cards provided by the Office for Stewardship and Development. These have special 2D scan coding on them that allows for faster, more efficient, and more accurate processing. **Gifts received without the proper 2D code can expect delays of up to two weeks or more in processing.**
 - Setup a Stewardship Table: Set up a station that is convenient and accessible. Make sure to staff it with trained, friendly, and engaging people, and have plenty of pens available. Remind people to fill the card completely. Do not be afraid to include parish service opportunities. The three elements of Stewardship is Time, Talent, and Treasure.
 - Return pledges and gifts immediately – Honor your supporters do not create delays in processing their gift. Every gift is a sacrifice that could go elsewhere acknowledge it as such. An immediate forwarding of the gifts to the Office for Stewardship and Development ensures quick and timely acknowledgments of their donations. See Gift Processing for more information
 - Encourage 100% participation.
 - Those who have previously given to the Appeal are most likely to give again – do not be shy about asking.
 - If everyone gives a little, the target is obtainable.
 - When a parishioner makes a thoughtful response to the Appeal, even a \$0 pledge, it is a sign of good parish membership.
 - Encourage parishioners to return the Appeal pledge cards as a way to conduct an annual parish census. Parishes that have used this approach have a very high level of giving.

- Pledged Giving encourages larger gifts and provides the opportunity for parishioners to budget their support on a monthly basis concluding June 30. Installment payments on pledges throughout the year, whether by check, direct electronic payment from a parishioner's checking account, or by credit card (VISA, MasterCard, American Express or Discover) encourages more sacrificial giving. REMINDER: A pledge to the Diocesan Annual Appeal is not a legal debt, and a donor may cancel at any time by notifying, in writing, the Office for Stewardship and Development.

Office for Stewardship and Development Efforts:

The Office for Stewardship and Development mails to all registered parishioners and other supporters from the previous year, a brochure, a letter from Bishop, and a personalized pledge card with last year's gift information and a suggest gift amount for this year.

The Office for Stewardship and Development will publish an ad in Diocesan Appeals Annual Report in the Sept/October *Catholic Life* magazine.

The Office for Stewardship and Development will be sending timely acknowledgments of all gifts and pledges. We will also begin sending out reminders for early supporters. We will continue to send reminders on a monthly basis until fulfilment of the pledge or through June 2018 whichever comes first.

PHASE 3: FOLLOW-UP

Stewardship is a way of life. There are four stages of Christian Stewardship. Conceptually, ships represent these four stages. Leadership, Relationship, Discipleship, and Stewardship. **Leadership** is the responding to the call by Christ to follow leading us into closer communion with Him. This communion is the second ship, **Relationship**. A defining character of Relationship is the developing prayer life. As we discern through prayer and formation, we come into the third ship, **Discipleship**. Discipleship is the active and deliberative following of our Christ Jesus, not asking what would Jesus do, but asking what does Jesus do. **Almsgiving** is the exemplification of Discipleship. A disciple will give their Time, Talent and **Treasure** generously and often. Discipleship is the necessary precursor of Christian **Stewardship**. **Stewardship** is our fourth ship. It is the maturation of the disciple. A Christian Steward will sacrificially give of their Time, Talent and Treasures. The hallmark of a Christian Steward is their **Fasting**; fasting from conveniences, treasures, and personal and worldly comforts to give back even more of their Time, Talent, and Treasures.

AMEN SUNDAY

Amen Sunday is useful in reminding mass-attending parishioners of their needed support. This in-pew process will solicit parishioners that have not registered with the parish and have not received the Appeal mailing. Amen Sunday is an excellent opportunity to ask a donor if he or she would like to become a registered parishioner. Many in the pew do not understand or even know of the need to register.

The purpose of Amen Sunday is to generate gifts from parishioners who have not pledged to the Appeal. Encourage parishioners to write something, even zero, on the pledge card.

Following this in-pew solicitation process, if followed meticulously, will increase your chances of meeting or exceeding your goal. Even in the most mature of appeals, only about 20% of parish households donate in the first mailing. Even though parish members will receive the mailing, many will not respond to it because they are not interested in giving and many simply ignore direct mail appeals. Also, others are not registered at their parish and, therefore, do not receive the mailing.

It is important to do the full in-pew process as directed below because it will succeed in obtaining pledges from more families than just inviting them to take pledge cards and envelopes home or to stop at a table. The in-pew process assures that each parishioner who attends Mass understands the invitation that he or she is considering and it encourages making a pledge at that time.

Best Practices

- Ask donors who gave last year – if a person gave last year, but has not yet donated this year, they are most likely to respond. Focus your energy here first to make the best use of your time. A report to help identify these donors called the LYBUNTS (Last Year But Unfortunately Not This year) report, is available through a GivingTrend online reporting system.
- Next, focus on donors in recent years – if a person has made a contribution to the Appeal in the past few years, but not last year or this one, reach out to re-establish a connection and to ask for a gift this year. An SYBUNT (Some Year But Unfortunately Not This year) report is

available on the GivingTrend online reporting system. Again, this helps to make sure you make the best use of your time. A report to help identify these donors, called the SYBUNTS report, is available through the online reporting system.

- Finally, reach out to everyone “In Pew Ask” – sometimes a person might not be registered at a parish but may attend Mass regularly or be active in other facets of parish life. Invite everyone to make a gift and take the opportunity to share the stories of people helped by the ministries, schools, and apostolates supported by the Appeal.
- Send follow-up mailings – use the sample LYBUNT and SYBUNT letters provided in the on the DAA website.
- Make phone calls to those who have given in the past but not yet this year
- Share the printed materials and the video again to help motivate people to make a gift as you conduct the follow-up.
- Utilize the online reporting system – use GivingTrend the online reporting system to review reports, see how close you are to your goals, and generate a list of donors who have not yet made a gift to this year’s Appeal.
- Be Persistent - continue promoting the Appeal, follow up with donors, and let us know if we can help. Keep the Appeal before the people with church bulletins, newsletters, announcements, or websites: Use clip art to highlight the uses of the fund the Appeal generates.
- Track Progress toward the target (target amount, pledge and cash total, the number of or percentage of parishioners pledging).

In Pew Ask

1. Provide brochures, blank pledge cards, envelopes, and pens in the pews or hand them out at Mass.
2. Volunteers should be present to help answer questions and collect pledge cards and payments.
3. Explain the procedure briefly for filling out the pledge card.
4. The pastor should update parishioners on the progress of the Diocesan Annual Appeal.
5. Inform parishioners that no gift is too small and that the parish goal is to have 100% participation.
6. Remind parishioners of the benefits of your parish are achieving the target and receiving a rebate. Talk about the project you have planned to fund with the rebate.
7. Ask parishioners to write the following on their pledge card:
 - a. If they are unable to make a commitment – request a prayer pledge
 - b. If they would like to make a pledge - amount of pledge

8. If parishioners have already made a pledge, ask them not to complete a card, unless they are making an additional pledge, they then need to indicate on the pledge card that it is an additional pledge. Pledge cards from parishioners who already pledged and are not making a new pledge, causes double pledge records, resulting in upset parishioners.

Office for Stewardship and Development Efforts:

The office for Stewardship and Development will send out acknowledgement for all pledges. We also send thank you for all onetime gifts, the first payments on pledges and the final and fulfilling payment of a pledge.

6-8 weeks after the initial mailing a follow-up is sent to all those who did not respond.

End of November a mailing encourages pledge fulfilment and a LYBUNT ask is sent out for the calendar and tax year advantage.

Holy Week a SYBUNT mailing is mailed to any past supports who have not yet supported the mission yet this year.

June 1st a mailing to those, SYBUNTS and those who have Not yet Given for parishes at 90% or less of goal or are short of goal by more than \$1,000 are given one more opportunity to participate for the year.

9. Ask the volunteers to collect the cards.
10. Volunteers should sort the cards after Mass.
11. Make a note of any parishioners who are unable to donate. The Office for Stewardship and Development will record the zero pledges, so they do not receive follow-up phone calls or letters.

TELEPHONE FOLLOW-UP

After a parish has Amen Sunday, consider conducting a phone follow-up of parishioners who have not responded to the Diocesan Annual Appeal.

Organization Procedures:

1. Review the list of parishioners who have not made a pledge to the Diocesan Annual Appeal. The goal is to increase participation. Your highest success rate will be among parishioners who pledged last year but have not done so this year. The next highest success rate will be among parishioners who have given something in the past three years. Try to reach as many of these parishioners as possible.
2. Recruit a telephone-calling team. There should be enough volunteers for 20-30 calls per person. Ideal telephone callers have an outgoing personality and are comfortable making calls.
3. If possible, select a central location with more than one phone line for calling. A central location will provide volunteer support and affirmation. Have resource people available to answer donor questions. If this is not possible, allow the volunteers to do the calling from their own homes.
4. Set a deadline for completing the work. Callers need to return the names and notes to the parish by a specified date.
5. If practical, let the volunteers select whom they will call.
6. Volunteers making the phone calls should be given pledge cards with the name and phone number of the parishioner they are calling already prefilled. It is important that volunteers call only those parishioners assigned to them. If a donor does not wish to make a gift, write that on the pledge card and turn it in with the other pledge cards, we track these, and it helps us in future solicitations.
7. Before beginning to make calls, the callers should have a brief training session and read the Case Statement so they can answer questions about the Appeal's allocations of funds.
8. Practice using the sample telephone script and suggestions on the following page.
9. Show consideration by not calling during early or late hours or during meal times (ideally, call between 7:00 p.m. and 8:30 p.m.).
10. Announce at the preceding Mass that there will be a telephone follow-up for the Appeal. An announcement at Mass will prepare parishioners for the calls. Also, remind parishioners that to avoid a call, they can make their pledge to the Diocesan Annual Appeal after Mass that day. Have blank pledge cards and pens available.
11. Prayer before a call is the most effective action that a member of the telephone calling team can take.

Telephone Procedure:

1. Introduce yourself and tell them you are calling for Father (PASTOR'S NAME) from (NAME OF PARISH) regarding the Diocesan Annual Appeal. Be sure to ask for the particular person named on your card.
2. If they are not home, ask for the best time to call back. Some homes may require several call backs, so don't be discouraged. Do not leave a message; 99% of the time the call will not be returned.
3. Remember that, in most cases, the parishioners will already be aware of the Diocesan Annual Appeal from previous years. Some people will be pleasantly surprised that they can make a pledge over the phone, and many will be grateful to the volunteer for calling with a friendly reminder. Tell them, "to reach our parish goal; Father hopes you will consider making a pledge."
4. If they say they misplaced, lost, or did not receive a pledge card, tell them, "I have a pledge card in front of me. I can handle the details over the phone. Would you like to make a pledge?"
5. If they seem a little reluctant, tell them, "The parish receives all monies over the parish target of \$_____. Your gift will help fund _____." Try to convince the people without the pressure that they should make a pledge to the Diocesan Annual Appeal. Be mindful that much commercial hard-sell goes on over the phone and that some people are annoyed at any invasion of their privacy.
6. Often a husband or wife will say they have to speak with their spouse before making a commitment. Ask when you can call back for their decision. It is important to set a specific time and date for the follow-up phone call and to be sure to call back at that point.
7. Taking good notes will help you make callbacks. Include in your notes: date of the call, whom you spoke to, date and time to call back, brief details of the conversation.
8. If the person wants to make a pledge, say:

**(For those who did not pledge last year) "We are asking for an average gift of ____ per family. What amount would you like to pledge?" (Obtain a specific amount.)*

**(For those who pledged last year) "Your pledge last year was \$_____, and we are asking parishioners to increase their pledge by a minimum of 10%. What can I put you down for this year?" (Obtain a specific amount.)*
9. Thank the donor and say, "You can mail your gift to the parish office, drop it in the collection next Sunday, or the Office for Stewardship and Development Office will send you a reminder at the beginning of next month. Please make the check payable to the Diocese of La Crosse."

THINGS TO REMEMBER

- **DECEMBER 31**: The Office for Stewardship and Development for tax purposes, we will only accept payments, for the current tax year, postmarked on or before December 31. Any payment

postmarked after December 31 that we receive in our office that is the next calendar year's activity. **In adherence to federal and state laws and best accounting practices, we will not backdate gift processing for any reason**

- **JUNE 30:** The Diocesan Fiscal Year is July 1 through June 30. The Diocesan Annual Appeal runs concurrently. That is July 1 through June 30. For adherence to responsible and ethical fiscal management, we will process gifts based on the date of the postmark. **In adherence to best accounting practices, we will not backdate gift processing for any reason**
- **If your parish wishes to pay the target balance, you have two options:**
 1. Send the payments to our office before June 30. Any overpayment will come in the form of a rebate.
 2. Receive a bill from the Finance Office (they go out around July 20) and pay it at that time.

PHASE 4: THANK THE DONORS

“Gratitude is the mother of all virtues,” and we see this in our Holy Mother, the model Steward; how she is grateful for the great things the Lord has done for her. A grateful steward also celebrates the gifts of their community. One does not light a lamp just to put it under a basket. Create opportunities to thank and honor those who have made a gift.

Best Practices

- Say “thank you” often – as people turn in their pledge cards and gifts, let them know you are grateful on behalf of those whom they help through the Appeal.
- Send personalized thank-you notes or calls – invite the pastor to send personal thank-you notes or make telephone calls. Remember to focus not on just the amount but the sacrificialness of the giving. Some may not be able to give much, but their gift may be more of the percentage of their income than those who give big dollar amounts.
- Celebrate generosity – incorporate messages of thanksgiving that celebrate faithful stewardship into the Prayers of the Faithful, and ask the priest to include a “thank you” in his homily.
- Share your success – publish actual statistics and recognition of donors and volunteers in the weekly bulletin.

Office of Stewardship and Development Efforts:

Following the close of the Appeal the S&D office is working to reconcile the final numbers of the Appeal. It will issue the final rebate checks and forward to finance any shortfalls

The Office for Stewardship and Development sends acknowledgment of gratitude, unless donor opts out, for every pledge received, initial pledge payment, all one-time gifts, and when a donor fulfills their pledge. We generate these letters on a weekly basis and mail them to the donor.

We will separate gifts for dollar amount giving levels and the gratitude acknowledgments receive different forms. Remember, we do not know your supports as well as you do, someone may give a more sacrificial gift at a lower dollar level, it is good practice for the parish to acknowledge, the proverbial “widow’s mite.”

| Gift Level | Dollar Range | | Acknowledgment |
|-------------------------|--------------|-------------|------------------------------|
| Our Lady of Lourdes | \$ 500.00 | \$ 999.99 | Standard |
| Saint Stanislaus | \$ 1,000.00 | \$ 1,499.99 | Standard |
| Saint Francis of Assisi | \$ 1,500.00 | \$ 2,499.99 | Standard with Director noted |
| Saint Joseph | \$ 2,500.00 | \$ 4,999.99 | Personal letter Director |
| Miter Society | \$ 5,000.00 | \$ 9,999.99 | Letter from Bishop |
| Crozier | \$ 10,000.00 | | Personal Note from Bishop |

ROLES AND RESPONSIBILITIES

LEADERSHIP DEVELOPMENT

All individuals involved in the Diocesan Annual Appeal should attend a Leadership Development session. The Office for Stewardship and Development holds training each year in several locations throughout the Diocese in August to instruct on the purpose and procedures of the Appeal. The day includes a Stewardship discussion, showing the video, and answering any questions that arise. In late July or early August, all parishes receive a registration mailer. Please return the registration form to the Office for Stewardship and Development as soon as possible.

Pastor, Associate Pastor, & Pastoral Associate

Pastors, associate pastors, and pastoral associates lead by their example; instruct and motivate. They are essential to the success of the Diocesan Annual Appeal. Parishioners respond to their pastor's spiritual direction, example, enthusiasm, leadership, and confidence.

Principle Responsibilities:

1. Gives to the Diocesan Annual Appeal.
2. Attends leadership development.
3. Reads the Appeal materials thoroughly.
4. Positively presents the goals and theme of the Appeal.
5. Selects competent and enthusiastic lay leadership for the Appeal.
6. Assists the Appeal leadership.
7. Encourages parishioners to participate.
8. Guides the Chairperson to form and carry out a plan, ensuring that every parishioner, whether they come to Mass or not, understands the value of the Appeal, and receives an invitation to participate.
9. Promotes the Appeal positively at parish meetings.
10. Speaks at Mass reporting on progress toward reaching the target and thanking current participants.
11. Meets with the Chairperson on, at least, a monthly basis to review the Diocesan Annual Appeal progress.
12. Initiates follow-up procedures

Parish Appeal Chairperson

The chair should be a well-respected member of the parish community who supports the goals of the Diocesan Annual Appeal. In addition to knowing the parish well, the chair should be able to present the Appeal enthusiastically to fellow parishioners.

Principle Responsibilities:

1. Gives to the Diocesan Annual Appeal.
2. Attends Leadership Development workshops
3. Assists the pastor in carrying out the solicitation of parish members.
4. Forms and carries out a plan, ensuring that every parishioner, whether they come to Mass or not, understands the value of the Appeal, and receives an invitation to participate.
5. Enlists and trains volunteers to help carry out personal solicitations.
6. Directs the distribution of Appeal materials.

7. Audits GivingTrend reporting
8. Holds weekly report meetings for the volunteers.
9. Promotes the Appeal positively at parish meetings.
10. Speaks at Mass, along with the pastor, reporting on progress toward reaching the target.
11. Initiates follow-up procedures.

Appeal Secretary

The Appeal Secretary is the coordinator of the Diocesan Annual Appeal in the parish and is a vital link between the parish and the Stewardship & Development Office. This person must be knowledgeable of the parish, capable of keeping accurate records, and enthusiastic about the Appeal.

Principle Responsibilities:

1. Gives to the Diocesan Annual Appeal.
2. Attends leadership development.
3. Reads the Appeal materials thoroughly.
4. Assists the pastor and the Chairperson in carrying out the program of solicitation.
5. Attends all DAA meetings.
6. Maintain parish records.
7. Updates the Google Forms for Parish Contact information. Found via <http://appeal.dioc.org>
8. Contacts the Office for Stewardship and Development with any questions.

Volunteers

Volunteers are the foundation of the Diocesan Annual Appeal at the parish level. They should be knowledgeable about the Appeal's positive impact on parish life so that they can enthusiastically promote it. There should be a minimum of one volunteer for every eight families in the parish.

Principle Responsibilities:

1. Gives to the Diocesan Annual Appeal.
2. Reads the Appeal materials thoroughly.
3. Visits and promotes the Appeal positively to other parishioners.
4. Follows up with households they have contacted in a timely and appropriate manner.
5. Attends weekly report meetings to share their progress and success.
6. Helps distribute materials as necessary, possibly through parish mailings and after-Mass events.
7. Contacts parishioners who have not made a pledge.
8. Monitor payment towards pledges reminding those with phone calls which fall behind.
9. Reports and turns in all pledges and contributions to the Appeal Secretary.

Office for Stewardship and Development

The Office for Stewardship and Development supports the parish efforts of the Diocesan Annual Appeal. The office should be knowledgeable about the Appeal's impact on parish life, so that individually and as a team, we can enthusiastically promote and support parish efforts by providing training, guides, and best practices.

Principle Responsibilities:

1. Staff gives to the Diocesan Annual Appeal.
2. Reads the Appeal materials thoroughly.
3. Visits and promotes the Appeal positively to others in the Curia, parishes, and public at large
4. Ensures the use of the best source data to office for mailing and donor correspondence
5. Communicates always with donors, staff, and parishes of issues and opportunities as they develop
6. Distribute materials as necessary, possibly through parish mailings, meet with councils and committees and attend after-Mass events as requested.
7. Ensure timely mailings of acknowledgments and reminders.
8. Develop and distribute compelling and quality promotional materials
9. Educate and promote Stewardship as encounter with Christ
10. Maintain high level of parish and donor satisfaction as it pertains to processing reporting of gifts

PUBLIC RELATIONS:

USING NEWSLETTERS, BULLETINS & ANNOUNCEMENTS

Public relations play a vital role in the success of your parish effort by using the means available to stimulate donors to pledge their financial support. It is important to help the donor connect the Appeal with church worldwide, the Diocese, more directly, your parish, by explaining how the parish will use the funds and how they benefit the common good. Your chances of success improve by following the best practices below.

Ambo:

The pastor or chairperson of the Diocesan Annual Appeal should make announcements during the months of September, October, and November to keep the parishioners abreast of progress toward reaching their goal. Progress reports are available on GivingTrend, which updates daily during the business week. Make sure to prepare the announcement in advance and in writing, so they remain uniform and factual, no matter who makes the announcement.

Bulletin Announcements:

Bulletins are an important way to remind parishioners about the message of the Appeal and of the benefit that it will have to your parish. Consider using bulletins to report progress, to thank the parish Appeal leadership, and to remind parishioners of the progress and importance of your parish reaching its target.

Monthly Newsletters:

A newsletter is a great vehicle to not only carry the Appeal message in a permanent, printed form but also to continually form our parishioners to Christian Stewardship. Repetition for emphasis is always valid. Studies have shown that we retain only 10% of what we hear and a person needs to listen to a consistent message seven times before they begin to believe and internalize a message. Therefore, the newsletter provides an opportunity to reinforce the giving of time, talent, and treasure, and to give recognition to your parish Appeal leaders.

Announcements could include the following:

- Highlight an aspect of the case statement each weekend. Use a real life example.
- Remind parishioners of the importance a rebate would make by highlighting what it will fund.
- An update on the progress your parish is making toward reaching your target.
- Each week mention the Appeal in the prayers of the faithful.
- Ask parishioners to pray a Hail Mary for the success of the Appeal.

Visual Aids:

As a constant reminder of the Appeal and its importance to the greater Church and your parish, it is important that you:

- Display your posters in a prominent location. The Office for Stewardship and Development will have these available at the Diocesan Annual Appeal training workshops. You can order extras through the Office for Stewardship and Development.

- Show the Appeal video many times after the initial showing. Consider placing a small TV showing the video in the vestibule or another gathering location of the Church before and after Masses.
- Have brochures, In-Pew pledge cards, envelopes, and pens available at all times.

PARISH TARGETS

Each Parish target is a fair share of the Diocesan Annual Appeal goal. No parish has more than 2.6% of the overall goal as their target. The goal for 2017-2018 Diocesan Annual Appeal is \$5,563,760.

Data that is common to every parish determine the parish targets parish size (number of envelope holders who give \$100 or more per year), parish adult envelope income, the amount of money a parish spends on PK-12 Catholic school education separate from tuition income, and the number of students enrolled in Catholic Schools. The Annual Report to the Bishop is the source document for the Diocesan Annual Appeal target formula.

TARGET FORMULA

Variable A:

Line 16 (401): The adult envelope receipts for a parish as a percentage of the entire adult envelope receipts for the Diocese for the 2015-2016 fiscal year.

Variable B:

The number of envelope holders who contribute \$100.00 or more per year to a parish, as a percentage of the total number of envelope holders who give \$100.00 or more for the Diocese for the 2015-2016 fiscal year.

Variable C: School Calculation 1:

Line 102B (School and Convent), for a parish as a percentage of Line 102 for the total for the Diocese. This percentage is then multiplied by \$690,000 = C.

Variable D: School Calculation 2:

The total number of students enrolled in Catholic schools multiplied by \$88.00 = D.

Step 1. $\frac{A + B}{2} \times \$6,690,139 = Y$ (Y = DAA Parish Target + Total School Credits)

Step 2. $Y - (D+C) = \text{Parish Target}$

Step 3. Adjustments and reallocations are necessary so no parish targets have an increase or decrease of no more than 10%. Nor does a parish target change more than a -\$2,500 decrease or \$10,000 increase.

PARISH REBATES

Parishes receive 100% of all funds the Office of Stewardship and Development processes over the target for a parish. These Rebate checks will be issued the second week of the month January through July. Parish rebates are not included in the envelope receipts used to calculate the target, nor are they used to derive the cathedraticum, i.e., the Quota. Outstanding balances for money owed for previous years' Appeals will reduce the rebate checks paid.

PARISH RESPONSIBILITY

All parishes are required to meet the target assigned to their parishes by June 30. For a parish to have the best chance of raising the target funds; follow the procedures and best practices in this manual. The Diocese of La Crosse Finance Office will bill parishes who do not reach their target monthly for the remainder of the target. The Finance Office applies an interest charge at an annualized rate of 6% for any outstanding balances. Please address these payments for target shortfalls to the Diocesan Office for Temporalities in La Crosse.

TIMETABLE

Kickoff

September 2017

- September 23-24 - Commitment Weekend – Priests to announce the Appeal and show video
- September 22 - Appeal Mailing Drop #1 (arriving in homes beginning Sept. 25th)

October 2017

- October 14-15 - Commitment Weekend – Priest to announce the Appeal and show video
- October 13 - Appeal Mailing Drop 2 (arriving in beginning Oct 16th)
- October 27 – First Follow-up mailing drop #1 – (arriving in homes beginning Oct 30th)

November 2017

- November 24 – Second Follow-up mailing drop #2 (arriving in homes beginning Nov 27th)

December 2017

- December 15 – SYBUNT Reminder for year – end contributions.
- December 22 – Bishop’s Christmas Blessing telephone call to homes. Please ensure your parishioner’s phone records are up to date
- December 29 – The Office of Stewardship and Development must receive Year-end donations by 12/29/17, to qualify for 2017 tax year credits.

Gifts postmarked on or before December 31, 2017 will be included in the 2017 tax statement. Since December 30 and 31 is a Saturday and Sunday and there is no mail service to the Diocesan Center, please encourage your supporters to mail prior to December 19, 2017. Gifts postmarked after December 31, 2017 will be included in the 2018 tax statements. We suggest encouraging your supports to mail their payment prior to December 19 to reach us at the office.

SEND ALL PAYMENTS TO THE DIOCESAN ANNUAL APPEAL OFFICE. Send them directly to the address: Diocese of La Crosse, PO Box 4004, La Crosse, WI 54602-4004.

Encouraging Electronic Giving is an easier, efficient, and secure way to make timely gifts. Donors will have until 11:59 PM on 12/31/2017 to make last minute gifts in the tax year 2017.

Share the link: <https://diolc.org/donate-online/>

January 2018

- January 9, 2018 -The Office for Stewardship and Development will run the first “Parish Fund Progress” report from Raiser’s Edge. This report will be the source for calculating rebates. The following Friday the Office for Stewardship and Development will mail rebate checks to the parishes that exceeded their target in cash.
- January 31, 2018 - The Office for Stewardship and Development mails tax acknowledgments to all donors who have not indicated they do not want tax statements. Note: for single gifts under \$250.00, parishioners can use their check stubs/receipts for tax purposes. If a donor does not receive a tax statement, they may request one by calling the Stewardship office at 608-791-2653.

February 2018

- February 9 – Bishop’s Lent Mailing Prayer Request to all current Diocesan Annual Appeal supporters (Arrives in homes February 11). Bishop will petition only for donor’s prayer intentions.
- February 13 -The Office for Stewardship and Development mails rebate checks to parishes that exceeded their target in cash.
- February 14 – Ash Wednesday

March 2018

- March 3 - Sesquicentennial Opening Celebration Mass - Prairie du Chien at 10:00 am - 12:00 pm St Gabriel Church, 506 N Beaumont Rd, Prairie du Chien, WI
- March 13 - The Office for Stewardship and Development mails rebate checks to parishes that exceeded their target in cash.
- March 23 – SYBUNT Passion Week mailing drop. (Arrives in homes March 26th)

April 2018

- April 9 - The Office for Stewardship and Development mails rebate checks to parishes that exceeded their target in cash.

May 2018

- May 14 - The Office for Stewardship and Development mails rebate checks to parishes that exceeded their target in cash.
- May 25 – Final Mailing: New, Never Givers, SYBUNT Mailing drop targeting parishes with less than 90% of goal received and those parishes that are more than \$5,000.00 below goal.

June 2018

- June 11 - The Office for Stewardship and Development mails rebate checks to parishes that exceeded their target in cash.
- June 30 - The Diocesan Annual Appeal – Stewards of Hope closes

Gifts postmarked on or before June 30, 2018 will be credited to the Stewards of Hope Appeal. June 30, 2018 is a Saturday and there is no mail service to the Diocesan Center offices. In an effort to be fair to all parishes, *there will be no exceptions.* **We will apply any postmarked gifts dated after June 30, 2018 to the 2018 -19 Annual Appeal.** We suggest mailing your payment early in June to reach us in time. We will credit all online donation made prior to June 30, 2018 at 11:59 PM to the 2017-18 Annual Appeal. Please direct donors to the online giving portal at <https://diolc.org/donate-online/>

SEND ALL PAYMENTS TO THE DIOCESAN ANNUAL APPEAL OFFICE.

Send them to Diocese of La Crosse, PO Box 4004, La Crosse, WI 54602-4004.

REPORTS AND FORMS

GIVINGTREND

<https://diolc.givingtrend.org> is the diocesan reporting subscription for authorized Diocesan Annual Appeal staff and volunteers. GivingTrend updates daily during the regular workweek with the previous business day's activities. Parish leadership is encouraged to use all data on the GivingTrend website necessary to report and promote the Diocesan Annual Appeal. There is private and personal information available on the site, so extreme care and judiciousness are required to protect the dignity and data of our donors.

We have deployed scanning technology in our office. Because of our leveraging of this technology, we expect that to significantly reduce processing times, improve accuracy, and realize lower processing cost. The software, which is part of GivingTrend, allows us to scan and electronically process and transmit remittances advice and checks. The system uses Image Cash Letter technology to send and deposit images of the check. The same technology stores use when they scan your check and give it back to you.

Parishes will benefit by the faster process times, crucial in having an accurate report of the parish progress. Parishes will also be able to review the actual images of the remittance advice and checks, providing greater parishioner service when a parishioner inquiries about their gifts.

The Diocesan Annual Appeal uses two kinds of pledge cards. All pledge and remittance cards utilize 2D scan coding to match the donor to the parish's annual appeal fund. If you are considering sending parish appeal remittance advice, please contact the Office for Stewardship and Development for document requirements. **Any remittance advice that does not comply with our standards will experience delays in its processing up to 30 days;** depending upon the volume of gift processing that the Office for Stewardship and Development is encountering.

If you still need to register to use GivingTrend, please go to <http://appeal.diolc.org/> to find a link to the registration form and training video.

DIRECT MAIL PRE-PRINTED

(Sample below) Each mailed card will have a 2Dscan code that will contain the Donor’s Raisers Edge ID, the Parish ID, and other pertinent processing information. The parishioner’s name, address, will personalize each card.

Front of the Direct Mail Card



The front of the direct mail card features a teal header with the text "Stewards of HOPE WE ARE THE DIOCESE" and a small logo for the "Diocesan Annual Appeal 2017-2018". The main body is white with a large, faint "SAMPLE" watermark. It includes a form for selecting a gift type (One-Time Gift, Monthly Pledge, or Sustaining Member Gift) and an amount (ranging from \$000 to \$9999 or other). There are checkboxes for preferences like "Please do not send reminders" and "This gift is anonymous". A QR code is located on the left side. On the right, there is a pink address block: "<00000000-000-IM0917-0000> Sample A. Sample, 123 Any Street, Anytown, US 12345-6789".

Back of the Direct Mail Card



The back of the direct mail card is white with a large, faint "SAMPLE" watermark. It contains a form for electronic payments, including checkboxes for "Sustaining Gift", "Electronic Funds Transfer", and "Credit Card". The credit card section includes fields for VISA, MASTERCARD, DISCOVER, and AMERICAN EXPRESS, along with fields for Card Number, 3-digit Security Code, Exp. Date, Cardholder Name, and Email. There are also fields for Signature and Date. A note at the bottom states: "By signing, I authorize the Diocese of La Crosse to debit/charge my account as listed above." On the right side, there is a teal graphic that says "Thank you for your support" and "GIVE ONLINE" with the URL "https://diolc.org/donate-online/".

“IN-PEW” PLEDGE CARDS

(Sample below). This card will not have personal information on it but will have some basic coding information in the 2D code, including the Parish ID. These are useful for “In Pew Asks,” new parishioners, for those who have misplaced their original pledge card, visitors, and for Amen Sundays. These cards have lines for people to put their name, address and parish name on. When using these pledge cards, the Stewardship & Development Office will assign the account numbers for unregistered supporters. For all supporters who are also in your ParishSoft database, we will use their ParishSoft ID. Therefore, **be sure they use a card** with your parish name on it for proper credit. Donors should complete the card in its entirety, specifically their name and address. A completed card is necessary, so the correct parish receives credit for the pledge and payments, and for sending reminders to parishioners.

Front of the In Pew Card

<Parish Name>

First Name _____ Last Name _____

Address _____ Apartment/Unit # _____ New Address

City _____ State _____ Zip _____

Telephone _____ E-Mail _____

Please do not send reminders.
 Please do not send Acknowledgment/Thank You.
 Please do not send Tax Statements.
 This gift is anonymous.



<00000000-000-1M0917-0000>




One-Time Gift (Paid in Full)
 Monthly Pledge (Monthly until 6/30/2018)
 Sustaining Member Gift (Indefinite monthly withdrawal)

Please select one of the following amounts

| | | | |
|--------------------------------|--------------------------------|--------------------------------|---------------------------------|
| <input type="checkbox"/> \$250 | <input type="checkbox"/> \$175 | <input type="checkbox"/> \$100 | <input type="checkbox"/> \$25 |
| <input type="checkbox"/> \$225 | <input type="checkbox"/> \$150 | <input type="checkbox"/> \$75 | <input type="checkbox"/> Other: |
| <input type="checkbox"/> \$200 | <input type="checkbox"/> \$125 | <input type="checkbox"/> \$50 | \$ _____ |

Total Amount Pledged \$ _____ Total Amount Enclosed \$ _____

Make check payable to Diocese of La Crosse

(Note: See reverse side for Electronic Fund Transfers (EFT) and Credit Card payments information. Gift of Securities, Stock or Grain, please call Finance Office 608-791-2668.)

Back of the In Pew Card

Sustaining Gift, I authorize the Diocese of La Crosse to automatically withdraw from my checking account or debit my credit card account on the 15th of every month. Donations will continue indefinitely until notification to cancel is given to the Diocese of La Crosse.

For Electronic Funds Transfer from a checking account, please enclose a voided check.

Credit Card: VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Card Number: _____

3-digit Security Code: _____ Exp. Date: ____ / ____ / ____

Cardholder Name _____

Email _____

Signature _____ Date _____

By signing, I authorize the Diocese of La Crosse to debit/charge my account as listed above.

Thank you for your support

GIVE ONLINE

<https://diolc.org/donate-online/>

PARISH INFORMATION FORM

We use a Google Form to update and maintain the parish contact information for the Diocesan Annual Appeal. Complete the form report as soon as possible. Please resubmit any change in leadership or contact information to the Office for Stewardship and Development as early as possible via this form as well.

Please click or copy and paste the following link into your browser.

<https://goo.gl/forms/my7Hh4B2IjihfeX52>

PROCESSING OF GIFTS

All mailing from the Office for Stewardship and Development includes a return envelope so parishioners can send their initial pledge and contributions directly to the Office for Stewardship and Development for processing. Therefore, on a weekly basis, parishes should send any funds they collect from parishioners to the Office for Stewardship and Development:

******WEEKLY MINIMUM, DAILY MAILINGS ARE PREFERRED******

Diocese of La Crosse
Office for Stewardship and Development
P.O. Box 4004
La Crosse, WI 54602-4004

PLEASE DO NOT HOLD PAYMENTS OR PLEDGES.

Keeping payments or pledges at the parish has a significant effect on the parish's overall Appeal status because of delays in sending in payments and pledges:

1. Delays our ability to send monthly reminders or make ACH or credit card payments promptly, reducing the probability of collecting all pledges by the end of June.
2. Annoys the parishioners when they have made a payment, and it does not reflect on their reminder or because it has not cleared their bank account.
3. Increases the chances of lost or misplaced payments.
4. Hurts the potential for success by diminishing its momentum and credibility.

Checks should be made payable to the Diocese of La Crosse. The bank, however, will accept checks made payable to the Diocesan Annual Appeal, We are the Diocese, the appeal name, e.g., Stewards of Hope, Bishop's Appeal or any parish name. **A remittance advice should accompany all payments.**

NOT ALL GIFTS HAVE PLEDGES ASSOCIATED WITH THEM.

Cash Gifts are one-time donations, gift payments that match or exceeds the total amount pledged on the remittance advice are not a pledged gifts these gifts are one-time cash. The only gifts, which the payment, if any, represents only a partial payment of the amount pledged, generate a pledge. This accounting of pledge gifts allows for greater transparency for gifts that have open balances.

For example:

J. Smith sends in a check for \$1,000.00, and the remittance advice (pledge card), has \$1,000.00 written in the amount pledge. This gift is a one-time cash gift and will not have a pledge associated with it.

Whereas;

J. Smith sends in a check for \$100.00, and the remittance advice (pledge card), has \$1,000.00 written in the amount pledge. This gift has an open balance of \$900.00, so it will have a pledge associated with it.

Pledged gifts require multiple payments to fulfill.

What to do with Gifts and Pledges received at the Parish

Proof all remittance advice. Make sure all lines are completed and legible, especially parishioner, parish names, and credit card information. If they do not have a remittance advice, please use one of the parishes "in-pew" remittance advice.

1. Put the remittance advice on top of the corresponding payment.

DO NOT SEND CASH

Send directly to

The Office for Stewardship and Development:
Diocese of La Crosse
P.O. Box 4004
La Crosse, WI 54602-4004

2. **PLEASE, DO NOT SEND CASH.** If a donor gives cash, deposit the cash into a parish account and issue a parish check for that amount. Please complete a remittance advice with the donor's name, amount donated, and their ParishSoft ID and include it with the check. If the check is for more than one donor, please specify this, completing a remittance advice for each and include them with the check. Money orders are acceptable.
3. Refer all gifts of stock, grains, or other property and commodities to the Director of Temporalities Marie Gernes Finance Officer at (608) 791-2668.
4. The Office for Stewardship and Development sends out reminder statements for unpaid pledges to the parishioner by the 15th of each month.

ELECTRONIC PAYMENT OPTIONS

Sustaining Gift

A Sustaining Gift is a gift that a member donates monthly 12 months of the year. Their donations automatically apply to the current year's appeal. The Sustaining Gift payments transact on the 15th of the month. Deductions will begin to next nearest transaction date and continue each month until further notice. A sustaining member can give electronically either by EFT from their checking account or by debit/credit card.

Electronic Funds Transfer (EFT)

To initiate EFT payments, provide the information requested on the back side of the pledge card (see sample card below), attach a blank voided check to the pledge card, and send both to the Office for Stewardship and Development. If a donor includes an initial payment, with a request for EFT of the remaining pledge, send the pledge card, voided check, and the initial payment to the Office for Stewardship and Development.

If a parishioner wishes to modify or stop any form of electronic payment, he or she must contact the Office for Stewardship and Development directly (Sarah Komperud at 608-791-2653 or skomperud@diolc.org). For us to comply with federal banking regulations governing electronic payments, all modifications must be in writing. E-Mail is an acceptable format of "in-writing."

A sample of the back of a pledge card:

Sustaining Gift, I authorize the Diocese of La Crosse to automatically withdraw from my checking account or debit my credit card account on the 15th of every month. Donations will continue indefinitely until notification to cancel is given to the Diocese of La Crosse.

For Electronic Funds Transfer from a checking account, please enclose a voided check.

Credit Card: VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Card Number: _____

3-digit Security Code: _____ Exp. Date: ____ / ____

Cardholder Name _____

Email _____

Signature _____ Date _____

By signing, I authorize the Diocese of La Crosse to debit/charge my account as listed above.

GIVE ONLINE
<https://diolc.org/donate-online/>

*Thank you for
your support*

Credit Card Payment Option

Donors can make Credit Card payments in two ways:

1. By making the payment online.
Log on to <https://diolc.org/donate-online/>. This online donation is probably the most convenient for the parishioner: nothing to mail in, no card to fill out. Just go to the website and fill in the blanks.
2. By the Diocesan Annual Appeal Office.
If the parishioner wants the Appeal Office to process their credit card payment, they must complete section #2 under "Credit Card Information" on the back of the pledge card (see above sample) and mail it to the Office for Stewardship and Development. An email address request is necessary so that a donor can receive a receipt.